

# Helping you send the right delivery message

A guide for updating your website  
and customer emails with the  
latest delivery information.



## As an online retailer, you want to provide your customers with a great experience, every time.

With delivery the final step in the shopping journey, it's important to set clear expectations with shoppers around delivery estimates, when their orders are sent and how to track them.

That's why we've created this guide, which contains the latest Australia Post delivery information and descriptions of each of our services.

To get started, simply refer to the messaging templates on the pages following. You can use the brief version of the message on your checkout page, longer version for customer emails, plus there are detailed messages for your FAQ pages.

Click to download the [Australia Post logo](#) to use on your own website.

## Why the delivery experience matters

**31%** of businesses will promote delivery options on their website during peak this year.<sup>1</sup>

### What does this guide include?

- Australia Post domestic and international delivery estimates
- Details about tracking, collection points and more

### Where can this information be used?

- Your website FAQs
- Checkout pages
- Order received or shipping confirmation emails
- Customer service replies
- Social media posts

### How can it help your business and customers?

- Help customers select the best delivery option for their needs
- Manage their expectations around the timing of deliveries
- Ease the pressure on your customer service teams
- Provide shoppers with a great delivery experience

**91%** of shoppers track their deliveries<sup>2</sup>

1. Source: Australia Post Omnibus survey, July 2024

2. Australia Post Consumer Segmentation W6 Feb' 2023



# Delivery messaging for checkout

<b>Domestic – Standard delivery (Parcel Post)</b>	Same state delivery in 2-4 business days, 3-6 business days for interstate.*
<b>Domestic – Express delivery (Express Post)</b>	Same state delivery in 1-2 business days, 1-3 business days for interstate.*
<b>International – Standard delivery (Parcel Post)</b>	Delivery in 6+ business days.*
<b>International – Express delivery (Express Post)</b>	Delivery in 4+ business days.*
<b>Collection points</b>	Collect your parcel from a Post Office, PO Box or a free 24/7 Parcel Locker.
<b>Safe Drop</b>	If you're not home, eligible parcels will be left in a safe place.
<b>Attempted delivery when signature is required</b>	If a signature is required but no one is home to accept the parcel, Australia Post will notify you of the collection details.



## Delivery messaging for your order or shipping confirmation emails

<b>Domestic - order shipped</b>	Your order has been shipped via Australia Post. Estimated delivery in 2-6 business days for standard delivery or 1-3 business days for express.*
<b>International - order shipped</b>	Your order has been shipped via Australia Post. Estimated delivery in 6-16 business days for standard delivery or 4-12 business days for express. Regional and rural locations may take longer.*
<b>Tracking details</b>	Your tracking number is <insert tracking number>. Please allow up to 24 hours for your tracking number to start showing updates.
<b>Tracking via app</b>	Choose where and how you receive your parcel with the <a href="#">AusPost app</a> . Get estimated delivery dates, access tracking updates and manage your collections.
<b>Safe Drop</b>	If you're not home, eligible parcels will be left in a safe place. If there's no safe place to leave your parcel, it will be taken to the nearest Post Office or a 24/7 Parcel Locker for you to collect.
<b>Attempted delivery when signature is required</b>	If a signature is required and no one is there to accept the parcel, Australia Post will notify you of the collection details by email, SMS, the AusPost app or leaving a card.

## Detailed delivery messaging for your website FAQs

<p><b>Domestic shipping</b></p>	<p>We use Australia Post to send your items and offer both standard and express shipping. Once sent, standard delivery orders will arrive in 2-6 business days and express orders in 1-3 business days, depending on where you are located. Australia Post can deliver to apartments, PO Boxes, Parcel Lockers and remote locations.*</p>
<p><b>International shipping</b></p>	<p>We ship international orders with Australia Post. Once sent, standard delivery orders will arrive in 6-16 business days and express orders in 4-12 business days. Regional and rural locations may take longer.*</p>
<p><b>Tracking</b></p>	<p>Once shipped, you'll be able to track your package, receive estimated delivery dates and request that it be left in a safe place using the <a href="#">AusPost app</a> or your <a href="#">MyPost account</a>. Parcels can also be tracked on the <a href="#">Australia Post website</a>. Please allow up to 24 hours for your tracking number to start showing updates.</p>
<p><b>Collection points</b></p>	<p>You can collect your parcel from one of Australia Post's 4,700+ collection points, including a Post Office, PO Box or free 24/7 Parcel Locker. Get the <a href="#">AusPost app</a> to register for a collection point.</p>
<p><b>Parcel Lockers</b></p>	<p>You can choose to collect your parcel from a free 24/7 Australia Post Parcel Locker.</p> <p><b>How to use a Parcel Locker</b></p> <ol style="list-style-type: none"> <li>1. Sign up for a <a href="#">MyPost account</a> and verify your identity.</li> <li>2. Choose a Parcel Locker - search for an address and select 'Parcel Locker' as the type of location you're looking for. Save the details as your alternative delivery address.</li> <li>3. At checkout, enter your Parcel Locker as your delivery address.</li> <li>4. When your parcel arrives, you'll receive an SMS or email containing an access code to open your Parcel Locker. You'll have 48 hours to collect it. All parcels not collected within 48 hours will be available for collection at a nearby Post Office.</li> </ol>
<p><b>Safe Drop</b></p>	<p>If you're not home when your order arrives, eligible parcels will be left in a safe place. If there's no safe place to leave your parcel, it will be taken to the nearest Post Office or a 24/7 Parcel Locker for you to collect.</p>
<p><b>Attempted delivery when signature is required</b></p>	<p>If a signature is required and no one is there to accept the parcel, it will be taken to a Post Office nearby or placed in a Parcel Locker. Australia Post will notify you of the collection details by email, SMS, the AusPost app or leaving a card.</p>
<p><b>Returning items (if offered via Australia Post)</b></p>	<p>Returns can be lodged at one of 20,000 Australia Post drop off locations nationwide, including Post Offices, free 24/7 Parcel Lockers and Street Posting Boxes.</p>

## Helpful resources:

- [Peak Preparation page](#)
- [Delivery times and service updates](#)

\* While we endeavour to meet this timetable, the actual delivery speed depends on where in each state/territory the item is being posted from/to, and the level of congestion in our delivery network at the time. All delivery times are based on the number of business days items take to arrive following the day of posting. Some rural areas have longer delivery times. See [here](#) for specific details.